



Senior Transportation Program

Application Status:	In Process
Applicant:	Southern Area Agency on Aging
Application Number:	14395
Fiscal Year:	2021
Last Updated:	01/28/2020 by Kathy Trout

Project Information

Project Name:	Expansion/Addition of transportation options for older adults in Martinsville City and Franklin Co.
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Project Description:

Consistent with the identified gaps and recommended strategies-action items in the Allegany Regional Coordinated Human Services Mobility Plan (CHSM), through this project, Southern Area Agency on Aging and our co-grantees/contractors, Franklin County Aging Services (FCAS) and Martinsville Senior Center, Senior Services, seek to expand the availability of demand-response and specialized transportation services to provide additional trips for older adults.

Due to limited funding, rising cost of operations, and the growing 60+ population, Franklin County Aging Services and Martinsville Senior Center consistently operate at the maximum level of service delivery budgetary constraints allow, resulting in trip requests by (and needs of) seniors which cannot be met. If granted, funding for this project will provide the financial means to offer and expand transportation services to those seniors experiencing gaps in service and unmet needs in the Franklin County and Martinsville City communities.

Martinsville Senior Center is requesting a total of \$10,000 for their portion of the project. Franklin County Aging Services (FCAS) is requesting a total of \$10,000 for their portion of the project.

Total request: \$20,000

Areas Served:

Areas served by Southern Area Agency on Aging (through our six (6) contracted transportation providers) include all of Planning District 12 (the Cities of Danville and Martinsville and the Counties of Franklin, Henry, Patrick, and Pittsylvania). Specific to this project, areas served will be Franklin County and Martinsville City.

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Project Type:

Supporting new and/or expanded coordination transportation services for older adults

Estimated revenues to be generated by this project: \$200

Anticipated service schedule

Franklin County Aging Services provides/schedules Senior Transportation Monday-Friday, 7am to 4pm. Anticipated expanded service days are Tuesdays and Thursdays.
Martinsville Senior Center provides/schedules Senior Transportation Monday-Friday, 8:30am to 3:30pm. Anticipated expanded service days are Mondays, Tuesdays, and Saturdays.

Project Needs, Goals and Objectives

Describe the transportation and non-transportation services that your agency currently provides, including eligibility criteria for services. How many trips were provided in the last fiscal year? How many of these trips were provided to seniors?

Southern Area Agency on Aging (SAAA) is a not-for-profit corporation that provides services and resources to promote the health, quality of life, and independence of seniors, individuals with disabilities, and their caregivers. We enable people to live with dignity and choice. The agency is also an information center for older adults and their caregivers. Directly and through our subcontractors, SAAA offers services established by the Older Americans Act such as transportation, in-home care, congregate and home delivered nutrition services, volunteer programs, insurance counseling, quality of life services such as socialization and recreation, public information and education, caregiver support services, and a Mobility Management Program, all that enable older citizens to continue living independently in their homes.

Through our co-grantees, SAAA offers demand response and fixed route transportation door-to-door to seniors sixty years of age and older and to disabled persons (through the use of handicap accessible vehicles) living in all areas of Planning District 12. Through funding provided by SAAA's Title III Transportation Program, transportation is offered to eligible participants for trips to congregate meal sites (Senior Cafes), medical appointments, essential grocery shopping, and limited recreation activities, with wheelchair accessible vans. Individuals age 60 and over will be eligible for transportation services if they lack the ability or the means to transport themselves, and do not have a community support system capable of providing them with transportation. Preference will be given to older individuals with the greatest economic or social needs, with particular attention to low-income minority individuals and older individuals residing in rural areas.

In fiscal year 2019, SAAA's six co-grantees/contractors provided over 34,312 one-way trips to more than 1,011 individuals. The Senior Transportation Grant will allow Martinsville Senior Center and Franklin County Aging Services (FCAS) to expand and build upon the limited shopping trips to grocery and pharmacy, local non-medical yet essential destinations, and expanded "quality of life"

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activities available in the community. All eligible seniors 60 years of age and older residing in the City of Martinsville or the County of Franklin will be able to receive new and/or expanded transportation services.

Describe the new/innovative transportation service for which you are seeking funding. If you are seeking funding for a current program, describe the program's successes since inception. Describe the need for this service at your agency and in your community. What transportation needs are not currently being accommodated and how are these needs tracked? How will you determine and verify eligibility for services?

If granted, this project funding will be used to address the gaps in service and the need for expanded availability of demand-response and specialized transportation services by providing additional trips for older adults which, due to limited funding and budget constraints, are not available to seniors of Martinsville City and Franklin County. The funding will be used to address the known unmet (and/or under-met) needs of older adults through: expansion of days when services are available, additional trip destinations to locations outside the service area, as well as to shopping activities beyond basic grocery and pharmacy, and transportation for expanded "quality of life" and "essential non-medical" activities. Expanded transportation services will increase opportunities for seniors to improve access to community resources and services, to improve mobility and health, to improve "quality of life", and to maintain independent lifestyles.

Franklin County Aging Services (FCAS) is only able to offer limited access to local grocery stores and pharmacies. FCAS, addressing frequent requests, plans to expand the shopping trip service to local shopping centers offering access to department stores (clothing and home stores), big-box discount stores, food banks, and weekday farmers market in season. Expanding seniors' shopping opportunities, has been shown to improve the quality of life of older citizens, offering them valuable access to goods and services, but also providing an opportunity for social interaction. FCAS proposes to expand the "quality of life" trips such as transportation for personal activities including hair salons, barbershops, and laundry mats as well as essential trips to banks, post offices, and the local Department of Social Services for benefits.

Martinsville Senior Center, Senior Transportation Services, would like to address the following unmet needs for Martinsville residents: to build upon the limited shopping transportation service to grocery stores, pharmacies, and expand shopping trips to destinations outside of the Martinsville City service area. Specifically, to provide shopping access to locations routinely requested located in the Henry County service area including Bassett, Ridgeway, and Collinsville. At present, Martinsville City seniors, without transportation do not have access to big-box discount centers, department stores, thrift stores, and community store houses located in these areas of Henry County. Further expanding seniors' shopping opportunities, Martinsville proposes to schedule quarterly shopping excursions to popular malls within a fifty-mile radius, including Danville and Roanoke destinations. Lastly, Martinsville Senior Services proposes to expand the shopping trip service to an additional weekend day, Saturday, which not currently offered would include trips to shopping centers and local farmers markets in season.

The gaps in service and senior transportation needs were identified through existing senior transportation participant feedback, general public phone requests, dispatch and driver informal survey, and outreach to seniors attending Senior Center activities and/or Senior Cafe's. As described above, the determination of eligibility for services includes the use of the Virginia Service - Quick Form and an assessment. Attached is the "Virginia Department for the Aging Transportation Service Standard" regarding eligibility and assessment that is followed by SAAA.

Estimate the number of people this project will serve and how many one-way trips will be provided per month (if applicable).

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Martinsville Senior Center is estimating being able to serve sixty (60) individuals an average of one-hundred twenty (120) one-way trips per month over a twelve-month period. Franklin County Aging Services is estimating being able to serve thirty (30) individuals an average of eighty (80) one-way trips per month over a twelve-month period. The combined, projected number of individuals to be served by Martinsville Senior Center and Franklin County Aging Services is ninety (90) total individuals receiving a projected two-hundred (200) one-way trips per month.

The figures for the number of individuals to be served and one-way trips to be provided in both Martinsville City and Franklin County are based on the number of seniors who are now taking part in the activities Martinsville Senior Center and Franklin County Aging Services wish to expand. These figures do not include an estimated number of seniors who are not presently participants, but who may choose to participate in the future.

Implementation Plan

How will your agency implement this project? Include a timeline for project implementation and staff accountable for each major milestone. List the expected number of hours each staff person will spend on this grant project. Provide a schedule for spending any awarded grant funds over the course of the grant period. List the source of your local match for this grant period. (Note: The local match may not be in kind.)

If the grant is awarded, an expanded number of trips will be provided throughout the entire fiscal year 2021. Staff accountable for the implementation, Franklin County Aging Services Manager and Martinsville Senior Service Coordinator, will begin implementation of the project upon official notification of grant award (or approximately October 1, 2020). Upon official notification of the grant award, promotion/advertising of the expanded services will be underway. It is expected that within 30 days of award funding availability, that each agency will begin scheduling project related trips. General and targeted marketing activities will continue as needed and available. Full implementation of the project is anticipated no more than 30 days from the date of grant award (if not sooner) and will continue for a minimum of the twelve (12) month grant period. A general project implementation timeline over the twelve (12) month grant period is attached.

Martinsville Senior Center and Franklin County Aging Services existing drivers will be used to provide the proposed expanded senior transportation services with vehicles from existing agency fleets (5310 vehicles), and existing support staff will provide dispatch services. Franklin County Aging Services Manager, Martinsville Senior Service Coordinator, and each agency's support staff will spend approximately 5-10 hours per month planning and scheduling their proposed expansion of transportation services.

The City of Martinsville government and the Franklin County administration provide the local match. Salary, Fringe, and Fuel used by the program is reimbursed to the localities at 80% of the total cost and the locality covers the remaining 20%. An estimated quarterly spending schedule over the twelve (12) month grant period is attached.

Describe how and where your agency will market this specific transportation service to the target population. Describe how your agency will promote general public awareness of the program. For existing grant programs, how will you inform new participants about the program?

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The target population includes; All eligible seniors 60 years of age and older residing in the City of Martinsville or the County of Franklin will be eligible to receive new and expanded transportation services. First priority will be given to those in the greatest social and economic need.

General marketing activities will include: Announcements in agency newsletters, public service ads prepared and posted to local newspapers, announcements provided to radio stations, and/or other local media. Where available social media will be used to target the general public.

Flyers, posters and other materials will be posted in existing agency senior centers and transportation vehicles, provided to local senior housing facilities, congregate nutrition sites, and/or other outreach locations announcing the expanded services to the target population. Many individuals who are already receiving Martinsville City or Franklin County Senior Services will also be made aware of the expansion of services through word-of-mouth (conversations with drivers and other passengers/participants).

Describe how your agency plans to sustain funding for this project beyond this year's request. This is a discretionary grant that is not guaranteed for future years. Each project is eligible for up to three years of funding, but an award in one year is not a guarantee of award in a future year.

In order to sustain the project beyond the current year funding request, Southern Area Agency on Aging, Franklin County Aging Services, and Martinsville Senior Center will continue to pursue all available/ additional funding sources. Vehicle maintenance, insurance, and local share(s) will continue to be contributed by Franklin County and Martinsville City governments.

Operating Budget

Expense Item	Amount
Fringe Benefits	\$1,860
Labor	\$14,560
Other Expenses - Fuel Expenses	\$3,580
Total:	\$20,000

Source of Local Share:

City of Martinsville and County of Franklin governments